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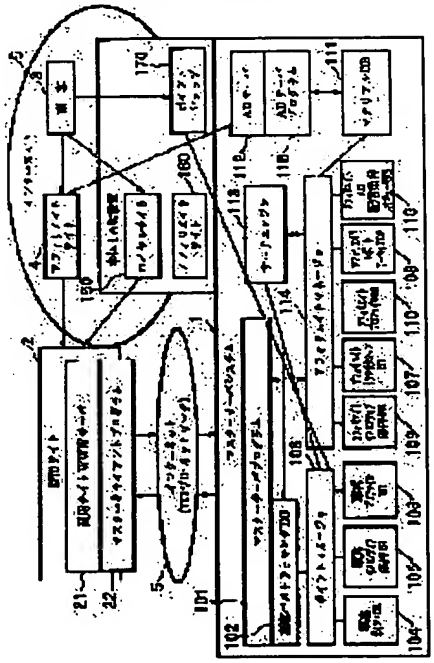
I) NETWORK ADVERTISEMENT DISTRIBUTION MANAGEMENT AND POINT RETURN SYSTEM

')Abstract:
:OBLEM TO BE SOLVED: To reduce the load of advertisement expense an advertiser and to maximize the capability of gathering customers at ɜ same time by integrating a contingent type advertisement distribution ɜtem and a point return system as to a network advertisement :tribution management and point return system which provides on-line ɔpping using a network.
)LUTION: This is a system which distributes advertisement to a server an advertisement publishing site from a management server and when a stomer accesses the server at a commercial site according to link ormation of advertisement at the advertisement publishing site through a mmunication terminal and takes an action including a purchase of an :icle, customer act information is sent to the management server, which ɔres the customer act information as an actual customer act result. Then ɜ advertisement publishing charge to be paid to the advertisement blishing site is calculated according to the actual customer act result of ɜ customer that the advertisement publishing site links and points for ɔfit returning to the customer are given to the customer according to the tual customer act result.



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AIMS

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aim(s)]
aim 1] The server of one or more commercial sites which carry an advertiser's page respectively, and the server of
or more advertising printing sites which carry to a page the advertisement linked to the server of the above-
ntioned commercial site, Through a network, the management server which performs distribution and management
he above-mentioned advertisement interconnects, and is constituted. It is network advertising distribution
nagement / point reduction system which distributes an advertisement to the server of an advertising printing site
n the above-mentioned management server. When a customer performs the action which accesses the server of a
nmercial site according to the link information of the advertisement of the above-mentioned advertising printing site
ough the communication terminal, and includes goods purchase, the customer action information to the above-
ntioned management server Delivery, While calculating the charge of advertising printing paid to that advertising
ting site according to a customer's customer action track record which accumulated this customer action information
a customer action track record in the above-mentioned management server, and the advertising printing site made
Network advertising distribution management / point reduction system which gave the point for the profits
uction to a customer according to the customer action track record to the customer.
aim 2] Network advertising distribution management / point reduction system according to claim 1 which attached
display which shows a customer that it is the point reduction system which gives the point to the advertisement
ried to the server of each above-mentioned advertising printing site.
aim 3] Network advertising distribution management / point reduction system according to claim 1 or 2 by which
f also sets up the customer reduction conditions of returning profits to a customer according to the customer action
k record, and the above-mentioned advertising printing site gave [the advertising printing site] the point of
tomer reduction profits to the customer who went via the above-mentioned advertising printing site according to the
ve-mentioned customer reduction conditions.
laim 4] The conditions according to each commercial site of profits including the above-mentioned point given to the
ion in a customer's commercial site are registered into the above-mentioned management server as a customer
dition database. When the retrieval system which the retrieval claimant prepared in the management server is
essed and a retrieval demand is carried out Network advertising distribution management / point reduction system
ording to claim 1, 2, or 3 which searches the above-mentioned customer condition database based on the retrieval
ditions which the customer specified by the above-mentioned retrieval system, and returned the retrieval result to the
rieval claimant.
laim 5] The conditions according to each commercial site of the profits which a commercial site gives to an
vertising printing site to a customer's purchase track record are registered into the above-mentioned management
ver as an advertising printing condition database. When an advertising printing site accesses the retrieval system
pared in the management server and a retrieval demand is carried out Network advertising distribution management /
int reduction system according to claim 1, 2, or 3 which searches the above-mentioned advertising printing condition
tabase by the above-mentioned retrieval system, and returned the retrieval result to the above-mentioned advertising
nting site.
laim 6] The server of one or more commercial sites which carry an advertiser's page respectively, and the server of
e or more advertising printing sites which carry to a page the advertisement linked to the server of the above-
ntioned commercial site, Through a network, the management server which performs distribution and management
the above-mentioned advertisement interconnects, and is constituted. It is the above-mentioned management server in
twork advertising distribution management / point reduction system which distributes an advertisement to the server
the above-mentioned advertising printing site from the above-mentioned management server. A means by which a
stomer receives customer action information including goods purchase in the commercial site accessed according to

link information of the advertisement of the above-mentioned advertising printing site through the communication
ninal from the server of the above-mentioned commercial site through a network, A customer action database means
iccumulate the customer action information which carried out [above-mentioned] reception as a customer action
:k record, A calculation means to calculate the charge of advertising printing paid to the advertising printing Ito
:ording to a customer's customer action track record which the advertising printing site made link, The management
ver of network advertising distribution management / point reduction system equipped with the point management
l which manages the point for the profits reduction to the customer who gives according to the customer action track
ord to a customer.
.aim 7] The management server of network advertising distribution management / point reduction system according
:laim 6 which attached the display which shows that it is the point reduction system which gives a customer the point
:he advertisement distributed to the server of each above-mentioned advertising printing site.
.aim 8] The management server of the network advertising distribution management / point reduction system
:ording to claim 6 or 7 had further a means set up and save the customer reduction conditions return profits to the
:tomer whom the advertising printing site itself sets up according to the customer action track record, according to
:ess from an advertising printing site, and a means give to the customer the above-mentioned advertising printing site
nt the above-mentioned advertising printing site in the point of customer reduction profits according to the above-
:ntioned customer reduction conditions.
.aim 9] A customer condition database means to register into the above-mentioned management server the conditions
:ording to each commercial site of profits including the above-mentioned point given to the action in a customer's
nmercial site, The retrieval system which searches the above-mentioned customer condition database based on the
rieval conditions which the customer specified, When a retrieval claimant accesses the above-mentioned retrieval
:tem and a retrieval demand is carried out The management server of network advertising distribution management /
int reduction system according to claim 6, 7, or 8 which searches the above-mentioned customer condition database
:ed on the above-mentioned retrieval conditions by the above-mentioned retrieval system, and returned the retrieval
ult to the above-mentioned retrieval claimant.
laim 10] The advertising printing condition database which registers into the above-mentioned management server
: conditions according to each commercial site of the profits which a commercial site gives to an advertising printing
: to a customer's purchase track record, It has the retrieval system which searches the above-mentioned advertising
nting condition database. The above-mentioned retrieval system When an advertising printing site accesses and a
rieval demand is carried out The management server of network advertising distribution management / point
luction system according to claim 6, 7, 8, or 9 which searches the above-mentioned advertising printing condition
:abase by the above-mentioned retrieval system, and returned the retrieval result to the above-mentioned advertising
nting site.
laim 11] The server of one or more commercial sites which carry an advertiser's page respectively, and the server of
e or more advertising printing sites which carry to a page the advertisement linked to the server of the above-
:ntioned commercial site, Through a network, the management server which performs distribution and management
the above-mentioned advertisement interconnects, and is constituted. as server ** of the above-mentioned
mmercial site in network advertising distribution management / point reduction system which distributes an
vertisement to the server of the above-mentioned advertising printing site from the above-mentioned management
ver A customer the communication terminal The server of the commercial site of network advertising distribution
nagement / point reduction system equipped with a means to transmit customer action information including goods
rchase in the commercial site which it led and was accessed according to the link information of the advertisement of
: above-mentioned advertising printing site to the above-mentioned management server through a network.
laim 12] The server of one or more commercial sites which carry an advertiser's page respectively, and the server of
e or more advertising printing sites which carry to a page the advertisement linked to the server of the above-
:ntioned commercial site, Through a network, the management server which performs distribution and management
the above-mentioned advertisement interconnects, and is constituted. The computer of the above-mentioned
nagement server of network advertising distribution management / point reduction system which distributes an
vertisement to the above-mentioned advertising printing site from the above-mentioned management server A means
which a customer receives customer action information including goods purchase in the commercial site accessed
cording to the link information of the advertisement of the above-mentioned advertising printing site through the
mmunication terminal from the server of the above-mentioned commercial site through a network, A customer action
tabase means to accumulate the customer action information which carried out [above-mentioned] reception as a
stomer action track record, A calculation means to calculate the charge of advertising printing paid to the advertising

ıting site according to a customer's customer action track record which the advertising printing site made link, the nt management tool which manages the point for the profits reduction to the customer who gives according to the tomer action track record to a customer -- ** -- the record medium which carried out and recorded the program for ⟨ing it function and in which computer read is possible.

aim 13] The record medium which recorded further the program for making it function on the advertisement which ributes the computer of the above-mentioned management server to the server of each above-mentioned advertising ıting site as a means to attach and distribute the display which shows that it is the point reduction system which gives point to a customer and in which computer read according to claim 12 is possible.

aim 14] A means to set up and save the customer reduction conditions of returning profits to the customer to whom advertising printing site itself sets the computer of the above-mentioned management server according to the tomer action track record, according to access from an advertising printing site, a means to give the customer to ɔm the above-mentioned advertising printing site went the point of customer reduction profits via the above-ntioned advertising printing site according to the above-mentioned customer reduction conditions -- ** -- the record dium which carried out and recorded the program for making it function further and in which computer read ording to claim 12 or 13 is possible.

aim 15] A customer condition database means to register into the above-mentioned management server the ıditions according to each commercial site of profits including the above-mentioned point which gives the computer he above-mentioned management server to the action in a customer's commercial site, It is a retrieval means to rch the above-mentioned customer condition database based on the retrieval conditions which the customer specified. ıat will search the above-mentioned customer condition database based on the above-mentioned retrieval conditions the above-mentioned retrieval system, and will return the retrieval result to the above-mentioned retrieval claimant if ⟨trieval claimant accesses and a retrieval demand is carried out, The record medium which carried out and recorded program for making it function further and in which computer read according to claim 12, 13, or 14 is possible.

aim 16] The advertising printing condition database which registers into the above-mentioned management server conditions according to each commercial site of profits where a commercial site gives the computer of the above-ntioned management server to an advertising printing site to a customer's purchase track record, When it is the ⟨ieval system which searches the above-mentioned advertising printing condition database, an advertising printing ⟩ accesses and a retrieval demand is carried out what searches the above-mentioned advertising printing condition abase by the above-mentioned retrieval system, and returns the retrieval result to the above-mentioned advertising nting site -- ** -- the record medium which carried out and recorded the program for making it function further and in ich computer read according to claim 12, 13, 14, or 15 is possible.

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TAILED DESCRIPTION

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tailed Description of the Invention]
)1]
:ld of the Invention] This invention relates to network advertising distribution management / point reduction system
ch unified the point reduction system and contingent fee mold advertising distribution managerial system which
in relation nature strengthening with a customer in the on-line shopping using a network, and attained maximum-
ion of the draw.
)2]
scription of the Prior Art] As the technique of increasing access to the commercial site on online, banner advertising
arried to the various sites of the Internet, and the technique connected to a commercial site by the customer who
essed the site clicking the banner advertising is increasing in recent years. Although the traffic to the commercial site
his banner-advertising use is increasing rapidly in recent years, increase of the direction of the advertising costs
.ch a commercial site pays to it and coincidence is being enhanced similarly. Although this is because banner
ertising of these many serves as a system by which payment of advertising costs is simply performed to a printing
iod irrespective of the existence of a goods selling result, recently, the question over the cost performance to the
ıal effectiveness of advertising costs has come out, and each advertiser is beginning to get interested in the
ertising distribution system of low cost more.
03] As one of them, the advertising distribution system of a contingent fee mold attracts attention in recent years, and
ıazon.com adopts this, it becomes famous suddenly and is usually called the affiliate program. That is, only when a
tomer (user) looks at the banner advertising and actually buys goods, it is the system of paying the advertising costs
ording to the sales performance. No sites called an affiliate need to be huge sites like Yahoo, and a small individual
: is sufficient as them. Possibility of persuading them into resulting even in purchase firmly since the individual site
. the fan of the proper rather is high. It is said that Amazon etc. has an affiliate site already exceeding tens of
usands. If this advertising distribution system is used, compared with the usual banner advertising, it is thought that
:ts can be dropped from 1/3 by 1/5.
)04] Although the complicatedness of managing this countless affiliate site to an independent commercial site was
ınted out as one trouble, the affiliate program vicarious execution service firm called Aggregator like LINKSHARE
)ears, it has gone those managements, such as exploitation of an affiliate site, and costs payment, by current instead
the commercial site, and this kind of complicatedness is solved.
)05] The point reduction program as a customer's own incentive program attracts attention by one side to the affiliate
)gram considered to be one gestalt of the incentive to these kind media. Although this shifts on online, the mileage
l point card system with which a customer gives a customer the point to the track record which purchased goods on
: network, it returns to a customer and an existing airline, an existing card issuer, etc. perform a certain profits
:ording to the point value It is the description to be point-ized still more finely -- for a customer not only to purchase
ıual goods, but the point is added only by clicking for example, an advertising banner.
)06] However, this point reduction system has the field which does not function unless it is a commercial, very big
e, such as not becoming an incentive to a customer in order that the point may not go up forever, if there are few
ods items which will serve as a candidate for selling if it carries out by the commercial site independent. For this
ıson, it can be made to target many participating customers because many commercial sites usually join service of the
ıployment vicarious execution firm of a point reduction system (it is also called a loyalty program) like FreeRide or
ypoint.
)07]
roblem(s) to be Solved by the Invention] The two above-mentioned systems, especially each vicarious execution

:em have the effectiveness of surely increasing the traffic to a commercial site. however, since each system is made
the incentive to a separate participant called media and a customer from beginning to end, its each is mutual -- it is
ıaged, without completely inducing the synergistic effect.
08] For example, when the customer who has participated in the point program is usually netsurfing, he is not
essarily conscious of the point program. Unless it goes to a commercial site via the point reduction site which the
ırious execution firm is managing, it is the structure which cannot usually receive the service. Now, the thing with
weak force of making a customer starting impulse buying which makes point acquisition one motivation at the time
ıetsurfing is clear.
09] On the contrary, when an affiliate site is visited, a customer is completely unrelated to the incentive which
ally won over the next door and the customer to the site of an affiliate as it was only by purchasing the goods of a
ımercial site through the site simply. Now, it becomes the structure where it is only that an affiliate site profits by
ıt he bought, and the customer who once got to know this structure already has a possibility of stopping purchasing
2 times and the site of those.
10] This invention is made in view of the above-mentioned trouble, reduces an advertiser's advertising costs burdens
ın-line shopping based on the idea of unifying the advertising distribution system and point reduction system of a
ıtingent fee mold, and aims at maximum-izing the draw to coincidence.
11]
eans for Solving the Problem and its Function] In order to solve an above-mentioned technical problem, network
'ertising distribution management / point reduction system concerning this invention The server of one or more
nmercial sites which carry an advertiser's page (page with hyperlinks, such as a Web page) respectively, The server
ɔne or more advertising printing sites which carry the advertisement linked to the server of the above-mentioned
nmercial site to a page (page with hyperlinks, such as a Web page), Through a network, the management server
ich performs distribution and management of the above-mentioned advertisement interconnects, and is constituted. It
ıetwork advertising distribution management / point reduction system which distributes an advertisement to the
ver of an advertising printing site from the above-mentioned management server. When a customer performs the
ion which accesses the server of a commercial site according to the link information of the advertisement of the
ɔve-mentioned advertising printing site through the communication terminal, and includes goods purchase, the
:tomer action information to the above-mentioned management server Delivery, While calculating the charge of
/ertising printing paid to that advertising printing site according to a customer's customer action track record which
:umulated this customer action information as a customer action track record in the above-mentioned management
ver, and the advertising printing site made link It constitutes so that the point for the profits reduction to a customer
y be given according to the customer action track record to a customer. In this system, since profits reduction can be
formed by giving the point to that customer action track record to the customer who visited the commercial site and
l actions, such as goods purchase, and the draw can be increased and the advertiser of a commercial site should just
/ a countervalue to customer action track records, such as a customer's purchase, to an advertising printing site, that
/ertising costs burden is substantially reducible. Thereby, maximum-ization of the amount of traffic in the low cost to
: commercial site on online is realizable by the synergistic effect of a contingent fee mold advertising distribution
:tem and both the systems of a point system.
)12] moreover, in above-mentioned network advertising distribution management / point reduction system An
/ertising printing site sets up the customer reduction conditions that self also returns profits to a customer according
the customer action track record. It is desirable in the above-mentioned advertising printing site constituting the point
r example, a part of charge of advertising printing which the advertising printing site receives being assigned as the
int of customer reduction profits) of customer reduction profits according to the above-mentioned customer reduction
nditions, so that it may give to the customer who went via the above-mentioned advertising printing site. Thus, with
nstituting, an advertising printing site can also divide and give the customer a part of charge of advertising printing
tained to advertising printing, attains related strengthening with the advertising printing site and customer by this, and
ı increase the motivation to which the same customer accesses the advertising printing site concerned again.
)13] It is more desirable to attach the display which shows a customer that it is the point system which gives the point
the above-mentioned network advertising distribution management / point reduction system to the advertisement
rried to the server of each above-mentioned advertising printing site. Thereby, a customer can know certainly that the
mmercial site is a commercial site which has joined in this system by seeing the advertising display concerned, and it
comes the strong motivation of using the commercial site of this system.
)14] Moreover, the above-mentioned network advertising distribution management / point reduction system The
nditions according to each commercial site of profits including the above-mentioned point given to the action in a

tomer's commercial site are registered into the above-mentioned management server as a customer condition
ıbase. When the retrieval system which the retrieval claimant prepared in the management server is accessed and a
ieval demand is carried out, it is more desirable to constitute so that the above-mentioned customer condition
ıbase may be searched based on the retrieval conditions which the customer specified by the above-mentioned
ieval system and the retrieval result may be returned to a retrieval claimant. Thereby, the strong motivation to the on-
: shopping which leads this system becomes possible to a customer.
15] Moreover, above-mentioned network advertising distribution management / point reduction system The
.ditions according to each commercial site of the profits which a commercial site gives to an advertising printing site
ı customer's purchase track record are registered into the above-mentioned management server as an advertising
ıting condition database. When an advertising printing site accesses the retrieval system prepared in the management
ver and a retrieval demand is carried out, it is more desirable to constitute so that the above-mentioned advertising
ıting condition database may be searched by the above-mentioned retrieval system and the retrieval result may be
ırned to the above-mentioned advertising printing site. Thereby, the commercial site which recognizes the
nmercial site conjectured that contingent fee conditions and the draw are [an advertising printing site] high, and is
ried to a self-site by the synthetic judgment can be chosen.
16]
nbodiment of the Invention] Hereafter, the gestalt of operation of this invention is explained to a detail with reference
ı drawing. Drawing 1 is drawing showing the whole network advertising distribution management / point reduction
tem configuration of the contingent fee mold as one example concerning this invention. If the outline of this network
'ertising distribution management / point reduction system is explained The vicarious execution firm which executes
proxy advertising distribution and employment of management of banner advertising which led the Internet The
ıtract about the employment vicarious execution of a commercial site (1 or more) and advertising distribution
nagement which performs sale of goods etc. through the Internet (or network using TCP/IP) An epilogue, The
iliate site (large number) which carries banner advertising of those commercial sites is invited. When actually
'chasing the goods which a customer accesses a commercial site through banner advertising of these affiliate sites,
l the commercial site offers It pays to the affiliate site to which the customer concerned went via the countervalue
:ording to the purchase track record in the form of the charge of advertising printing, the point is given also to the
:tomer who did the purchase concerned with this, and a certain profits are returned to the point size. A service
arious execution firm can take over these management employment alone instead of a commercial site, and a
:tomer can receive the profits reduction by the point size according to a purchase track record by joining the system
)int reduction system) which this service vicarious execution firm employs, and becoming a member.
)17] In drawing 1 , 1 is a master server system which achieves the central function of this network advertising
tribution management / point reduction system, and 2 is a commercial site connected with this master server system 1
ough communication lines (TCP/IP network), such as the Internet 5. This commercial site 2 is equipped with the
nmercial site WWW server 21 which can carry the Web page which performs goods sale of its company on online.
e master client program 22, the browser, etc. were carried, by this master client program 22, a customer's page
)ving trucking information, purchase information, etc. were led to the master server system 1, it led the Internet 5 to at
y time, and this commercial site WWW server 21 has transmitted.
)18] 3 is a personal computer as a customer's communication terminal, and carries the web browser for perusing a
eb (WWW) page through the Internet. In addition, in the following explanation, this customer's personal computer is
ly called a customer 3.
)19] 4 is an affiliate site, is equipped with the WWW server which can carry a Web page [hyperlink (that where
'erence pointer] to other documents is embedded), and has carried the advertising banner linked to the commercial site
o the Web page. The display, for example, the logo mark of a firm etc., to show that it is the system which a service
:arious execution firm employs is attached to this banner advertising (for example, alphabetic characters, such as
.N), by this display, the advertiser slack commercial site of the banner advertising concerned is the member's store of
: service vicarious execution firm operations system concerned, and a customer can recognize that the point can be
ined in doing some shopping there.
)20] The customer 3 who accessed the affiliate site 4 which carries this banner advertising can access the commercial
e WWW server 21 of the commercial site 2 linked to it via the Internet by clicking that advertising banner to use the
mmercial site 2 of that banner advertising. Moreover, the portal site 150 for point reduction systems (it is called the
)yal site) which a service vicarious execution firm employs is established in the master server system 1, and a
stomer 3 can also access the commercial site WWW server 21 by this Royal site 150 course.
)21] The master server system 1 performs management of a customer 3 and the affiliate site 4. As mentioned above, a

stomer 3 is the Royal site 150 course which affiliate site 4 course or a service vicarious execution firm employs, and esses the commercial site WWW server 21 of the commercial site 2. The master client program 22 of the commercial WWW server 21 of a commercial site has transmitted a customer's 3 page moving trucking information, purchase ormation, etc. to the master server program 101 by the side of the master server system 1 through the Internet (or P/IP network) at any time.

)22] The master server system 1 carries the master server program 101. This master server program 101 cooperates h the master client program 22 of the commercial site WWW server 21, has received a customer's 3 page moving cking information, purchase information, etc. at any time, cooperates with various manager systems, a server system, . in the master server system 1 based on such information, and performs managements (an addition, deletion, dification, processing, etc.) of the data of various databases etc.

)23] Here, as a manager system, there are a point manager 106 for mainly managing registration of a customer, a int addition, point use, etc. to a point reduction system and an affiliate manager 114 for mainly performing nagement about affiliate sites, such as transfer of registration of an affiliate site, calculation of the contingent fee ount of money, report generation, and the contingent fee amount of money to the specified account. Moreover, these nager systems have also realized the conditioning input and managerial system of an incentive to the customer and iliate which are set up by the commercial site side.

)24] Moreover, AD server system 112 is formed in this master server system 1, and this AD server system 112 carries) server program 115. To each affiliate site used as the member's store of a service vicarious execution firm erations system, based on the assignment conditions specified by the request demand of the advertiser slack nmercial site 2, and an affiliate site, this AD server system 112 chooses advertising contents and an affiliate site, and tributes that banner advertising etc. through the Internet.

)25] Moreover, the search engine 113 is formed in this master server system 1. This search engine 113 is what rches the commercial site which offers the incentive of good conditions, and is put up for the good order of that dition etc. for a customer and an affiliate site. As opposed to the affiliate site 4 accessed through the Internet etc. The vertising printing conditions which an advertiser slack commercial site presents are searched (specifying retrieval ditions suitably, if required). Show the list about the advertising printing conditions according to each commercial e etc. in order of the good condition, or Or the customer 3 who similarly accessed through the Internet etc. is received. sed on retrieval conditions, such as goods wishing purchase specified by the customer, information, such as the ling price of each commercial site about them and preferential treatment conditions by the acquisition point or the rse affiliate site 4, is retrieved, and they are shown in order of a good condition.

)26] In addition, as preferential treatment conditions by this course affiliate site 4, affiliate site 4 self can set up now conditions which treat a customer favorably from that gained contingent fee amount of money by returning that part the customer side who went via the self-site, and the affiliate site 4 sets up preferential treatment conditions by own cision, and enables it to guide a customer to a self-site by that cause.

)27] As described above, the Royal site 150 is established in this master server system 1 as a portal site. Although it ables it to visit to the commercial site 2 because the customer who is the member in principle accesses this Royal site 0, as described above, when a customer 3 uses a search engine 113 to this Royal site 150, goods purchase conditions d POIN conditions can also search the commercial site 2 and the affiliate site 4 of good conditions.

)28] Moreover, the affiliate site 160 of service vicarious execution firm employment other than the above-mentioned yal site 150 is established in this master server system 1 as a portal site. This affiliate site 160 is for the affiliate site 4 access, and the affiliate site 4 as a member's store accesses this affiliate site 160, in case the contingent fee conditions er banner-advertising printing search the commercial site of good conditions with a search engine 113, or in case it ries out registration etc. to the after-mentioned affiliate site AD distribution condition schedule DB116, it accesses commercial site information that advertising printing is expected of a self-site etc. Furthermore, the goods purchase nditions for a customer and point conditions which were mentioned above can also search the commercial site 2 of od conditions with using a search engine 113 to this affiliate site 160, and such retrieval information can be used as decision ingredient at the time of the affiliate site 4 choosing as a self-site the commercial site 2 which carries out nting hope.

)29] Moreover, the point shop 170 is established in this master server system 1, this point shop 170 is a system for urning profits to a customer's 3 purchase track record, and the customer 3 can be made to do shopping on-line with it gained point.

)30] Various kinds of databases (it is called DB) are explained below. The customer Pasto racking DB102 is a tabase which manages the purchase information (and information on the action according to it) for the incentive lculation to path information (an affiliate course is also included) and a customer, and an affiliate site until it results in

ustomer's purchase (and action equivalent to it) etc. The item managed by this customer Pasto racking DB102 has naged a customer identification number, the access time, etc. which are given according to the IP address of the stomer 3 with access in order to identify ReferrerURL (Uniform Resource Locator), the affiliate identification number the affiliate site via which that customer went, and each customer that is the member, as shown in drawing 2 .

)31] The customer profile DB103 is a database which manages each customer's profile, and as the item, as shown in wing 3 , it has managed a password, a name, the address, the telephone number, the facsimile number, the e-mail dress, the admission registration day, etc. according to a customer's 3 customer identification number.

)32] The customer point DB104 is a database for managing the point given to the customer who is the member of a vice vicarious execution firm operations system. As the item As shown in drawing 4 , the total point size which it has each a customer's 3 customer identification number the acquisition day of the point, the acquisition approaches (for mple, purchase etc.), the gained point size, a reduction day (day when the customer used the point), the reduction proach (for example, purchase at a point shop), and now is managed.

)33] In order to realize a point reduction system, the customer incentive conditions DB105 It is the database which nages what kind of the point is given to actions, such as a customer's purchase in each commercial site 2. The item shown in drawing 5 , according to the commercial site identification number of the commercial site 2 An incentive ntification number, The click point given to the customer having clicked the advertising banner itself, The flag etc. is naged the survey point given to the questionnaire which a commercial site carries out to the customer having swered, the purchase points given to the customer having purchased goods, such as what% etc. of a price, and during operation which shows during the service implementation middle etc. specially. Although these items can also set up reduction point to a customer and are not illustrating it in that case at the own burden of a commercial site in order t commercial site 2 self may heighten the draw to a self-site, although the point returned to a customer by individual verage is set up in order that a service vicarious execution firm may heighten the draw of the operations system, they ially establish the same item as the above for the commercial site 2.

)34] The affiliate transaction DB107 It is the database which manages the data about the settlement of accounts for culating the contingent fee amount of money paid to the affiliate site 4 etc. as the item As shown in drawing 6 , cording to the affiliate identification number of the affiliate site 4 A commercial site identification number, a stomer identification number, the contingent fee acquisition time that is time with the action of the customer leading contingent fee acquisition, The amount of money of the success class which is the action of the customer leading to ntingent fee acquisition, and the gained contingent fee, the name of article of the customer purchase goods leading to ntingent fee acquisition, the existence of the cancellation flag which shows whether the customer canceled purchase ds behind, etc. are managed.

)35] The affiliate profile DB110 is a database which manages the profile of each affiliate site, and as the item, as wn in drawing 7 , it has managed the account of the financial institution which becomes URL of the password which affiliate site sets up according to the affiliate identification number of the affiliate site 4, and the affiliate site ncerned, a company name (an individual also contains), a name of representative, the address, the telephone number, acsimile number, and the transfer place of a contingent fee etc.

)36] The affiliate incentive conditions DB109 It is the database which manages on what kind of conditions each nmercial site pays a contingent fee to the affiliate site via which it went to a customer's purchase action. The item As wn in drawing 8 , according to the commercial site identification number of the commercial site 2 The identification nber of an affiliate site, The click point which is the amount of money in the case of paying a contingent fee also to incentive identification number and a customer's click action, The survey point which is contingent fee gold paid to course affiliate site when a customer replies to a questionnaire etc., The purchase point which is contingent fee gold d to the course affiliate site to a customer's goods purchase (what% etc. of a price), The flag, the customer point luction participating flag which shows whether affiliate site 4 self has participated in the point reduction to a customer managed during the operation which shows during the service implementation middle etc. specially. In addition, ut the click point, the survey point, and the purchase point, the point which affiliate site 4 self explained below urns to a customer by individual coverage (the part is assigned in this example from the remuneration amount of ney which the affiliate site 4 receives) is shown by parenthesis writing.

)37] An affiliate site AD distribution condition and a schedule DB116 It is a database for the affiliate site 4 to set the ms and conditions about the advertisement which wishes to carry as a self-site. This item The use commercial site ntification number for specifying the commercial site which wishes advertising printing according to an affiliate ntification number, as shown in drawing 11 , As an item for customer reduction for affiliate site 4 self to give the int to the customer 3 who went via the self-site besides the advertising type of an incentive identification number, ner advertising, a text, etc., and a printing period by individual coverage The flag etc. is managed during the

:ration which shows that the click point, the survey point, the purchase point, and its customer reduction service are ried out.

38] The affiliate report archive DB108 It is the database which manages the data for drawing up the report which s the gained contingent fee amount of money to a commercial site or an affiliate site. The item As shown in drawing the commercial site identification number exception of a commercial site, or according to the affiliate identification nber of the affiliate site 4 A report number, the remuneration amount-of-money sum total which the affiliate site uired, The transaction generating time which is the time which the action (here, it is called a transaction) leading to itingent fee acquisition produced, The transaction cancellation existence which shows whether the amount of money, h as names of articles, such as goods set as the object of the transaction, and goods of those, the generating site name ich is the name of the commercial site which the transaction generated, and its transaction were canceled by later is naged.

39] The affiliate AD material DB111 The commercial site 2 which is an advertiser is the database which manages data about the advertising contents, such as a location (affiliate site) which carries that advertisement, and a period, amount of money. This item As shown in drawing 10 , according to the commercial site identification number for ntifying an advertiser slack commercial site (advertising client) The distribution prohibition category which directs class (category) of an advertising type, a material location with an advertising material, and affiliate site that forbids ertising printing, The proper refusal site which directs individually the affiliate site which forbids advertising nting, the period wishing printing which is a period which wishes advertising printing, the contract remuneration ount of money paid to advertising printing, Target PV, etc. are managed.

40] Below, actuation of this advertising distribution and managerial system is explained. Drawing 12 and drawing 13 w the exchange of the data between the master client program 22 at the time of page migration of the customer 3 in commercial site 2, and the master server program 101. Here, a thing when a customer 3 accesses drawing 12 to the nmercial site 2 by affiliate site 4 course, and drawing 13 are things when a customer accesses the commercial site 2 Royal site 150 course.

41] the Royal site 150 or affiliate site 4 course whose service vicarious execution firm employs a customer 3 -- it is -- is going to use -- although the commercial site WWW server 21 of a commercial site is accessed, in case it accesses, master server program 101 by the side of the master server system 1 is surely called first, fixed processing by the lowing master server program 101 is carried out, and it moves to the page of the purpose of the commercial site 2 omatically after that. In addition, URL of the master server system 1 is also embedded besides URL of the nmercial site 2 at banner advertising carried to the affiliate site 4 for this purpose.

42] First, when it is the Royal site 150 course which a service vicarious execution firm employs, by making into ormation URL (HTTP using the function of the Referrer field which it originally has) of the customer discernment ID l the Royal site concerned, and a customer's IP address, the master server program 101 is passed and automatic nsfer of the page is carried out to the commercial site 2 (step B1). In affiliate site 4 course, the information on URL TTP uses the function of the Referrer field which it originally has) of the affiliate identification number which each iliate site has, and the affiliate site concerned, and a customer's IP address is passed, and it carries out automatic nsfer of the page to the commercial site 2 (step A1). The master server program 101 which received the above-ntioned information saves information at the customer Pasto racking DB102.

43] After this processing, although it will move to the page of the purpose of each commercial site 2, whenever a stomer 3 moves each page in a commercial site, the master server program 101 is passed from the master client gram 22 of the commercial site 2 after it, by making into information URL (HTTP using the function of the Referrer ld which it originally has) of the commercial site concerned, and a customer's IP address (step A2 - A5, B-2 - B5). e master server program 101 which received the above-mentioned information saves information whenever [the] at : customer Pasto racking DB102. When a customer 3 completes settlement of accounts, in addition to the above-ntioned information, the purchase information on goods is also transmitted.

44] Moreover, when settlement of accounts is completed, of the customer 3 who purchased by the affiliate site 4 urse, for point management, the Royal site 150 is called again, the ID input screen is shown, and a customer ntification number input is required (step A6). Under the present circumstances, since that customer may not be the mber of a service vicarious execution firm operations system yet, while showing the Web page which stimulates mission in that case and acquiring that PUROAIRU information from a customer, a customer identification number is en. In addition, also in Royal site 150 course, same processing is carried out when the customer is not the member of ervice vicarious execution firm operations system yet.

45] In addition, to the commercial site which can apply the point to a part of purchase price, a use carbon button can pushed at the clearing time, a customer identification number is required in that case, and after the customer 3 who is

member inputting this, the IP address of a customer identification number, the use point, ReferrerURL, and a tomer is sent to the master server program 101 as information, and is accumulated in the customer Pasto racking 102. In this case, processing whose affiliate site 4 course also calls the Royal site 150 is not performed.

46] Drawing 14 shows the whole outline about the delivery flow of the data inside the master server system 1, and wing 15 - drawing 25 show each data flow of those. Hereafter, this data flow is explained separately.

47] Drawing 15 shows the data flow which saves a customer's 3 path information and purchase information at the tomer Pasto racking DB102. That is, whenever such information occurs, whenever the master client program 22 of commercial site 2 receives this information to the master server program 101 of the master server system 1, it saves ivery and the master server program 101 at it at the customer Pasto racking DB102.

48] the member by whom, as for drawing 16 , the customer 3 was registered for point management etc. -- the data w for checking whether you are him is shown. The customer 3 registers his profile information into the customer file DB103 through the Royal site 150 beforehand. And when a customer 3 accesses the commercial site 2, when that ess is affiliate site 4 course, I have a customer identification number and a password entered by above-mentioned TEFFU B1 at the time of the above-mentioned step A6 or Royal site 150 course, and this information is passed to the ster server program 101 from the master client program 22, and the point manager 106 is passed further. The point nager 106 is collating this information with the customer profile information currently kept by the customer profile 103, and judging whether it being the same, and it can check that he is him.

49] It is the data flow of **** which judges whether the point of drawing 17 of the customer 3 is available when it is learing time point at the time of the customer 3 who visited the commercial site 2 doing goods purchase etc. and the tomer 3 wishes point use. A customer identification number is passed to the master server program 101 from the ster client program 22, and the point manager 106 is passed further. The point manager 106 makes this customer ntification number an index, collates with the customer point information on the customer point DB104, checks that al point size, and judges whether use of the point is possible.

50] Drawing 18 is the data flow for updating the contents of the customer point DB104, when a customer 3 performs pping in goods purchase and the point etc. When a customer 3 does goods purchase to the commercial site 2 or ers point use on that occasion, the information is told to the master server program 101 from the master client gram 22. The master server program 101 computes addition and deletion of the point to the customer point DB104 ed on the data of the affiliate transaction DB107 or the customer Pasto racking DB102 (based also on the contents of affiliate site AD distribution condition schedule DB116, when there is point reduction to the customer by the iliate site 4), and updates the contents of the customer point DB104. In addition, generally it becomes [rather than] y to carry out count using the path information on raw [of the customer of the customer Pasto racking DB102] in way which used the data of the affiliate transaction DB107 etc. in this case. Such processing is similarly performed, en a customer does some shopping at the point shop 170 of service vicarious execution firm employment.

51] Drawing 19 is the data flow when registering the customer incentive conditions which are the profits given to the tomer who visited the commercial site 2. Although usually set up in a service vicarious execution firm, the customer entive conditions DB105 can also be set up also from the commercial site 2 side, and can enforce the setting proach via the Internet in that case using a browser. That is, the point manager 106 is accessed through the master ver program 101 from the browser of the commercial site 2, and the customer incentive conditions which the self-site the customer incentive conditions DB105 pays are rewritten.

52] Drawing 20 is the data flow when registering the affiliate incentive conditions which are the contingent fee paid the affiliate site where the commercial site 2 carries banner advertising of a self-site. The affiliate incentive conditions 3109 are set up by the commercial site 2 side, and can enforce the setting approach via the Internet using a browser. e affiliate manager 114 is accessed through the master server program 101 from the browser of the commercial site 2, d the affiliate incentive conditions about the self-site of the affiliate incentive conditions DB109 are rewritten.

53] Drawing 26 is the data flow when registering the affiliate site AD distribution condition and schedule about the vertising contents which the affiliate site 4 carries to a self-site. The affiliate site 4 can access the affiliate site 160 of vice vicarious execution firm employment, the exclusive WWW site of the affiliate site 4 which comes in the affiliate e 160 by the input of the affiliate identification number and a password can be accessed, and the affiliate site 4 can oose the affiliate program of the commercial site which actually participates in the site. Furthermore, the conditions of incentive prepared in the program of the commercial selected site can also be chosen, and conditions can be set up that a part of incentive may be diverted to some other purpose to the point returned to a customer in that case. The nditions set up here are accumulated as individual conditions for the affiliate site 4 into the affiliate site AD tribution condition schedule DB116.

54] Namely, the affiliate site 4 accesses the master server program 101 by affiliate site 160 course, and, as for

ivery and the affiliate manager 114, an addition, deletion, modification, etc. make the contents of the affiliate site AD ribution condition schedule DB116 the affiliate manager 114 for the data which received the master server program . from the affiliate site 4 by the data. The contents of this affiliate site AD distribution condition schedule DB116 are) passed to AD server system 112, and are used as information in case AD server system 112 chooses the affiliate : 4 of an advertising distribution place while interlocking processing is carried out so that it may be reflected also in contents (part of parenthesis writing) of the affiliate incentive conditions DB109.

55] Drawing 21 is the data flow for judging whether the affiliate identification number received from the commercial : 2 side is what is beforehand registered into the affiliate profile DB110. Beforehand, the affiliate site 4 accesses the liate site 160 of service vicarious execution firm employment, and registers the affiliate BUROFAIRU information self into the affiliate profile DB110. If a customer 3 visits the commercial site 2 by affiliate site 4 course, the master ver program 101 will pass the affiliate identification number of that affiliate site 4 via which it went to reception from master client program 22, and will pass the affiliate manager 114 this affiliate identification number. The affiliate nager 114 judges whether it is the same as the affiliate identification number with which this affiliate identification nber was registered into the affiliate profile DB110.

56] Drawing 22 is the data flow for performing processing which corrects the contingent fee paid to the affiliate site when the customer 3 who did goods purchase cancels the purchase goods after that. If the commercial site 2 receives notice of goods cancellation from a customer 3, the cancellation information will be passed to the master server gram 101. The master server program 101 passes the affiliate manager 114 this cancellation information further. The iliate manager 114 receives the cancellation information inputted from this commercial site 2 side, and performs cessing for performing that correction to the affiliate transaction DB107 based on that cancellation information.

57] Drawing 23 is the data flow for drawing up the contingent fee amount-of-money report according to each nmercial site to the affiliate site 4. If the master server program 101 carries out a creation request of a contingent fee ount-of-money report to the affiliate manager 114, the affiliate manager 114 will draw up the contingent fee amount-money report compiled according to each commercial site about each affiliate site based on the contents of data of affiliate transaction DB107 and the affiliate incentive conditions DB109 (a part for customer reduction of the iliate site AD distribution condition schedule DB116 is included). Moreover, the contingent fee amount-of-money ort compiled according to each affiliate site is drawn up about each commercial site. These report data are kept in the iliate report archive DB108. Based on these reports, a bill is published in a commercial site in the phase which uired acknowledgement of the corresponding commercial site. While sending the report which carries out this pectively to the affiliate site 4, transfer of the contingent fee amount of money is performed. These money cessings may be performed on online, or other means may perform.

58] Drawing 24 is the data flow for performing processing which distributes banner advertising to an affiliate site cording to the contents of a request from the commercial site 2. The commercial site 2 registers the class of affiliate which carries created banner advertising and it beforehand etc. into the affiliate AD material DB111. If there is a nting request of banner advertising from the commercial site 2, the master server program 101 will notify it to AD ver system 112. AD server program 115 of AD server system 112 distributes advertising data via the Internet to those iliate sites 4 so that banner advertising of each commercial site manufacture may be carried to the affiliate site 4 plicable to conditions with reference to the contents of the affiliate AD material DB111, and the contents of an iliate site AD distribution condition and the schedule DB116.

59] Drawing 25 is the data flow when performing processing whose affiliate site 4 and customer 3 search affiliate entive conditions and customer incentive conditions, respectively. The affiliate site 4 accesses a search engine 113 ough the affiliate site 160 of service vicarious execution firm employment. If retrieval conditions are specified tably and retrieval of affiliate incentive conditions is requested The master server program 101 accesses the affiliate entive conditions DB109 by affiliate manager 114 course. The affiliate incentive conditions applicable to retrieval nditions are searched, the retrieval result to which presentation etc. made the list about the advertising printing nditions according to each commercial site etc. the order of a good condition is created, and the retrieval result is urned to the affiliate site 4.

60] in addition, assignment of the retrieval conditions by the above-mentioned affiliate site 4 is shown in drawing 27 as -- the page of the affiliate site 160 -- for example, -- "-- if the commercial site of a **** affiliate program is looked , please use a search engine. Set up the following conditions freely. What is necessary is just to make a retrieval bon button click, as guidance of introducing the best program suitable for you" is put up and the type of a contingent acquisition action received as the goods genre which wants to treat the affiliate site 4, and this charge of advertising inting is made to input.

61] If similarly a customer 3 accesses a search engine 113 through the Royal site 150 of service vicarious execution

employment, specifies required retrieval conditions and requests retrieval of customer incentive conditions The ter server program 101 discovers the customer incentive conditions which access and correspond to the customer ntive conditions DB105 by point manager 106 course. The customer creates the retrieval result to which entation etc. made information, such as the selling price of each commercial site about the goods which desire :hase, and preferential treatment conditions by the acquisition point or the course affiliate site, the order of a good lition, and returns a customer 3 the retrieval result.

52] in addition, assignment of the retrieval conditions by the above-mentioned customer 3 is shown in drawing 28 -- the page of the Royal site 150 -- for example, -- "-- if the commercial site and affiliate site of a **** point system looked for, please use a search engine. Set up the following conditions freely. What is necessary is to put up lance of introducing the best program suitable for you", and just to make a retrieval carbon button click, as a :omer 3 makes the type (point type) of the action performed for accumulating for which a goods genre with interest, ı as purchase, and a customer receive point reduction input.

53] Moreover, retrieval of the same customer incentive conditions as the above can also perform that the affiliate site arts a search engine 113 via the affiliate site 160. It can judge which is the commercial site 2 to which the affiliate 4 is popular for a customer 3 by this, and therefore, if the advertisement of which commercial site 2 is carried to a -site, it can predict whether many contingent fee amount of money can be gained as the advertising rate, and can sider as the decision ingredient from which the commercial site which wishes to carry is chosen.

54] Although explained as that by which the control program for realizing the function of the master server system is)rehand stored in the master server system 1 of this invention in the above explanation This invention is recording control program for not being restricted to this use gestalt and operating the computer of a master server system as h function of the above-mentioned master server system on the record medium of the portable mold in which ıputer read's is possible. It is also possible for sale etc. to carry out this record medium itself in a commercial scene , the purchaser of this record medium is installing that control program in its own computer, and it is possible to ld a part for the principal part of the system of this invention suitably. This point is the same also about the control gram for realizing the function concerning this invention of the commercial site WWW server 21 of the commercial 2.

65] In addition, although the above-mentioned example explained the system of this invention as what the service arious execution firm which contracted the contract with the commercial site employs, of course, an independent nmercial site is able not to restrict this invention to this and to manage the system of this invention uniquely. reover, although the point size was used in the above-mentioned example as profits returned to a customer, it may nge to a point size and the thing of money and others may be returned.

66]

fect of the Invention] Since the advertising distribution system and point reduction system of a contingent fee mold unified in this invention and it was made to apply as explained above The incentive which a customer uses as an ess plug to a commercial site according to the use of point grant can be increased. The sales performance in a nmercial site comes to go up by that cause, and since a bigger contingent fee amount of money can be received if it refore sees from an advertising printing site side although it will be the high system of the draw therefore, more /ertising printing sites come to expect affiliation of this system. This result, The number of advertising printing sites reases and a commercial site can heighten the draw more. As advertising costs burdens are substantially reducible o to increase of an advertising printing site, since the advertiser of a commercial site should pay the charge of /ertising printing only to the action according to sales performance or it to it by the synergistic effect of both systems ıximum-ization of the amount of traffic in the low cost to the commercial site on online is realizable.

)67] Thus, since a commercial site can mobilize a customer via the media site of low cost more, while it can be tainly connected to reduction of advertising costs, it can strengthen the loyalty to a customer further.

)68] Moreover, by attaching the display which shows that it is this system with point grant to the advertisement ried to an advertising printing site, a customer can be certainly told about being the commercial site which has joined this system, and the strong motivation of using the commercial site of this system can be given.

)69] Moreover, a customer is using a retrieval system, he can recognize a commercial site with more sufficient rchase conditions, and a course affiliate site, and the strong motivation to the on-line shopping which leads this ;tem by this of him becomes possible.

)70] Moreover, an advertising printing site is using a retrieval system similarly, can recognize a commercial site with)re sufficient contingent fee conditions, and moreover, as a commercial site which can recognize the commercial site njectured that the draw is more high by searching a customer's purchase conditions, judges these synthetically, and is ried to a self-site Total contingent fee profits can choose a higher advertiser's commercial site, it also becomes the

ntive of advertizing also oneself the advertisement which this carries to a self-site, and even if it sees from a mercial site side as a result, the draw can be heightened more.

71] Moreover, by performing point reduction also from an advertising printing site to a customer, for a customer, a it size can gain now from usual mostly by going via the advertising printing site, and the charm which therefore goes the advertising printing site increases. Consequently, even if strengthening ties with the advertising printing site and omer is attained and it continues for the future, it is expectable that the probability which purchases the offer goods ne commercial site which the advertising printing site recommends becomes still higher.

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nslation done.]

IOTICES *

ɔan Patent Office is not responsible for any
ıages caused by the use of this translation.

his document has been translated by computer. So the translation may not reflect the original precisely.
*** shows the word which can not be translated.
ı the drawings, any words are not translated.

AWINGS

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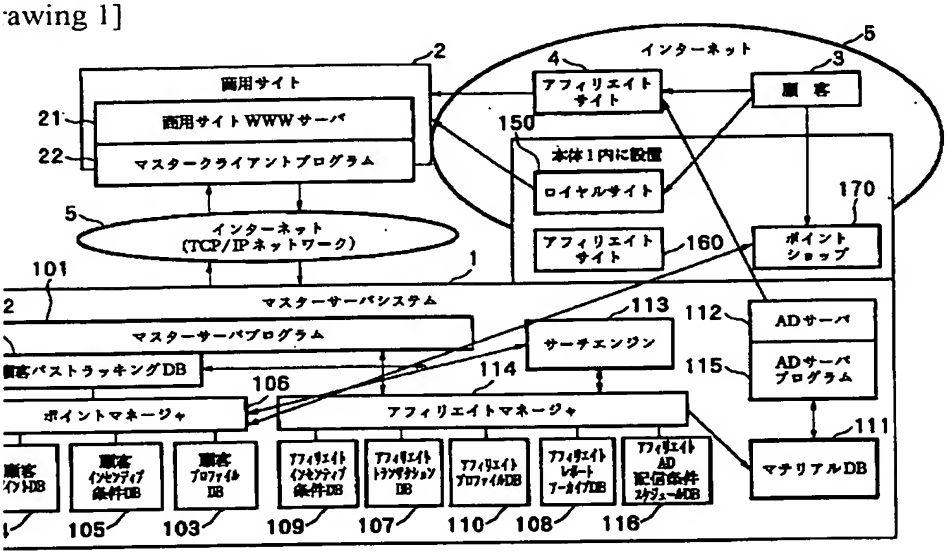
awing 1]



rawing 2]

102

顧客バストラッキング DB

;3 ドレス	Referrer URL	アフィリエイト識別番号	顧客識別番号	時間		
.11.123.12	www.a8.com	123-234-345	————	1999.09.10.13 : 45		
:11.123.12	www.a82.com	123-234-345	————	1999.09.10.13 : 46		

rawing 3]

103

顧客プロファイル DB

識別番号	パスワード	氏名	住所	TEL	FAX	電子メール	登録日
tsumoto	XXXXXXX	matsumoto	XXXXXXX	XXXXXXX	XXXXX	XXX@XX.XX	XXXXXXX

rawing 4]

104

顧客ポイント DB

識別番号	獲得日	獲得方法	ポイント数	還元日	還元方法	他ポイント数	
tsumoto	1999.10.01	buy	100	1999.11.03	buy	100	

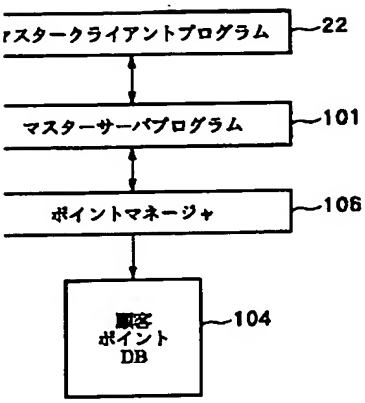
rawing 5]

105

顧客インセンティブ条件 DB

サイト番号	インセンティブ識別番号	クリックポイント	サーベイポイント	購入ポイント	実施中フラグ		
X	XXXX	2円	10円	0.5%	有		

rawing 17]



awing 6]

アフィリエイトトランザクション DB

107

ィリエイト番号	顧客識別番号	成功報酬獲得日時	成功種別	金額	品名	キャンセルフラグ有無	商用サイト識別番号	
234-233	matsumoto	1998.10.02 12.00	クリック+購買	XXXXX	XXXXX	無	XXX	

awing 7]

アフィリエイトプロファイル DB

110

ィリエイト番号	パスワード	URL	社名	代表者名	住所	TEL & FAX & E-mail	口座
XX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX

awing 8]

アフィリエイトインセンティブ条件DB

109

サイト番号	アフィリエイト識別番号	インセンティブ識別番号	クリックポイント	サーベイポイント	購入ポイント	実施中フラグ	
X	XXXX	XXXX	20円	100円	5%	有	

awing 9]

アフィリエイトレポートアーカイブ DB

108

イト番号	商用サイト識別番号	レポート番号	報酬金額合計	トランザクション1発生日時	トランザクション1品目	トランザクション1金額	トランザクション1発生サイト	トランザクション1キャンセル有無
-111-111-1	XXX	0000000001	120,000	11. 08. 13. 13:12	PC	300,000	www.pc.co.jp	無

rawing 10]

アフィリエイトADマテリアル DB

111

クライアント番号	広告タイプ	素材場所	配信禁止カテゴリ	固有指否サイト	掲載希望期間	契約報酬金額	目標PV

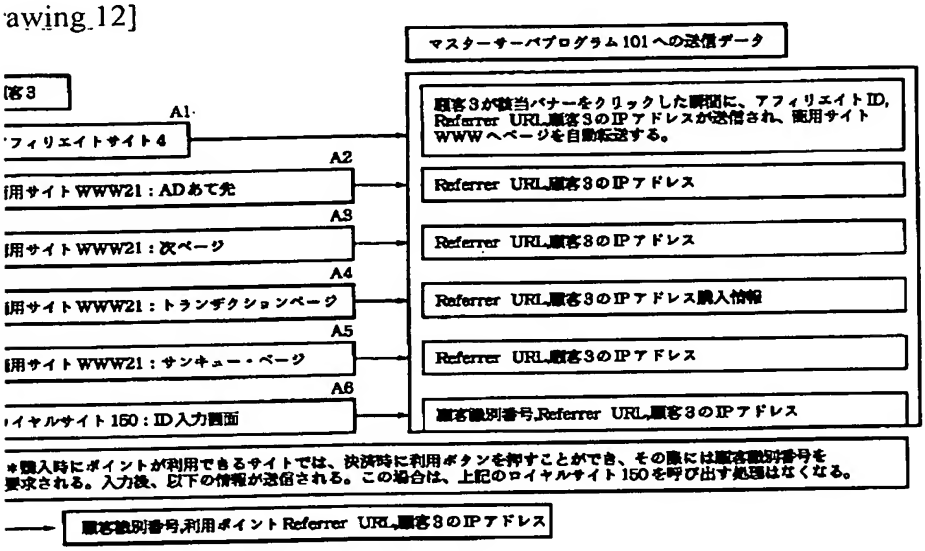
rawing 11]

116

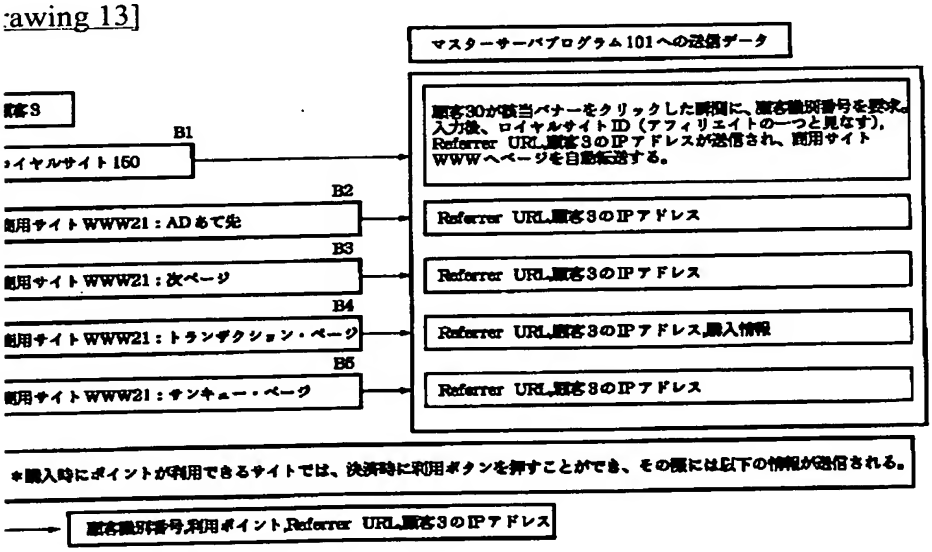
アフィリエイトサイトAD配信条件・スケジュール DB

ィリエイト番号	利用提用サイト識別番号	インセンティブ識別番号	広告タイプ	掲載期間	顧客還元分の設定（クリック）	顧客還元分の設定（サーベイ）	顧客還元分の設定（購入）	実施中フラグ
:	XXX	XXX	バナー	1999.10.20 – 1999.11.2	10円	50円	100円	有

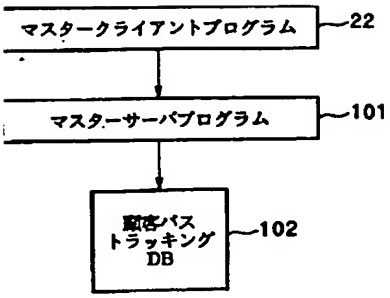
awing 12]



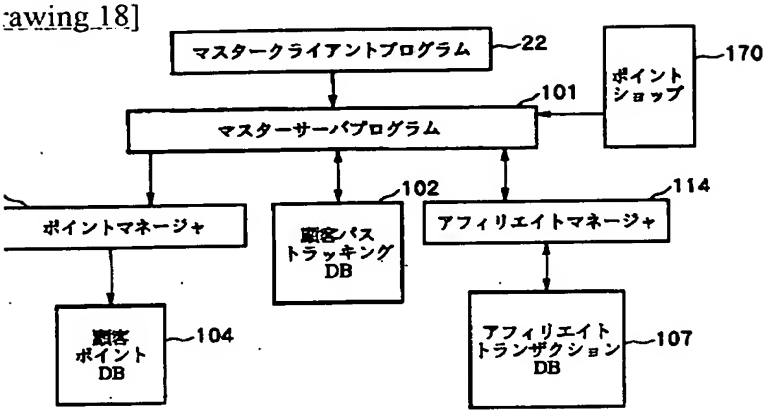
awing 13]



rawing 15]



rawing 18]



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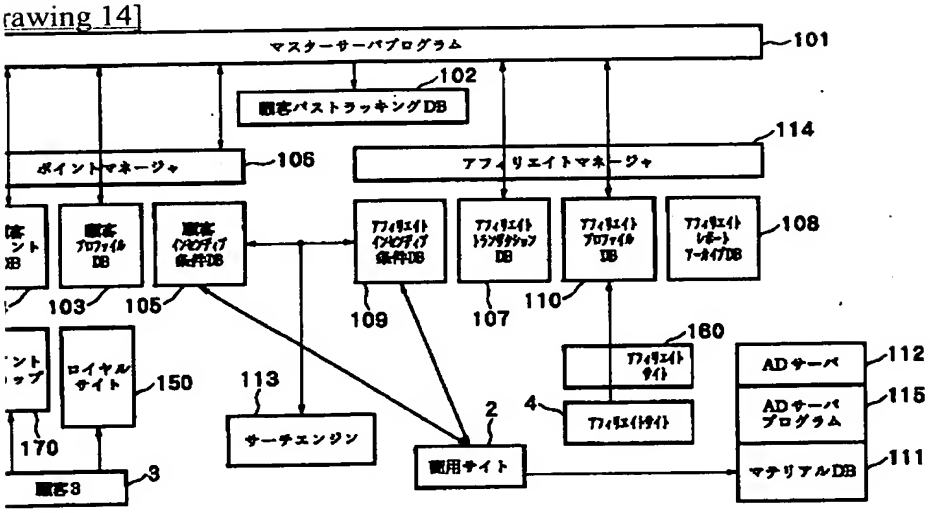

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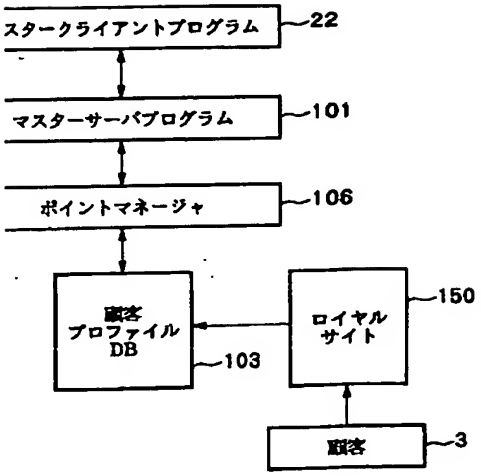

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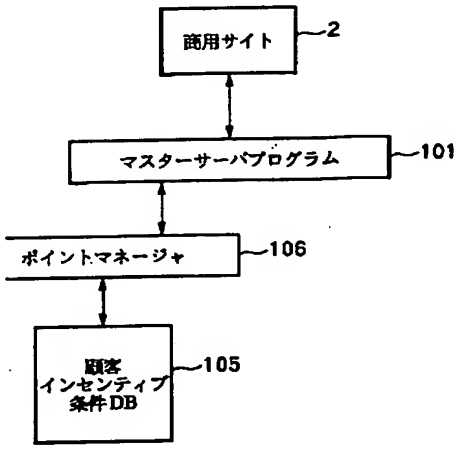

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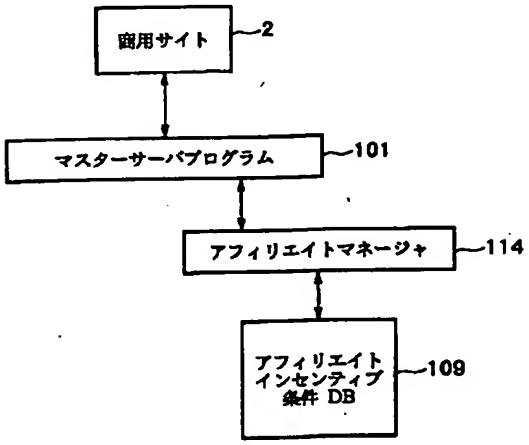

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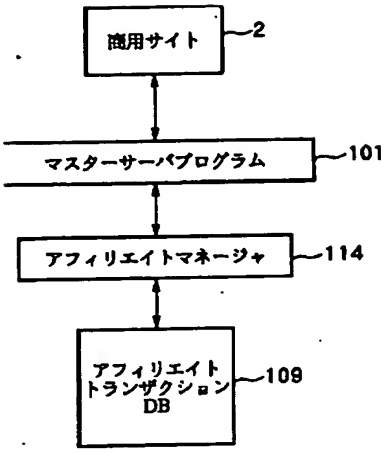

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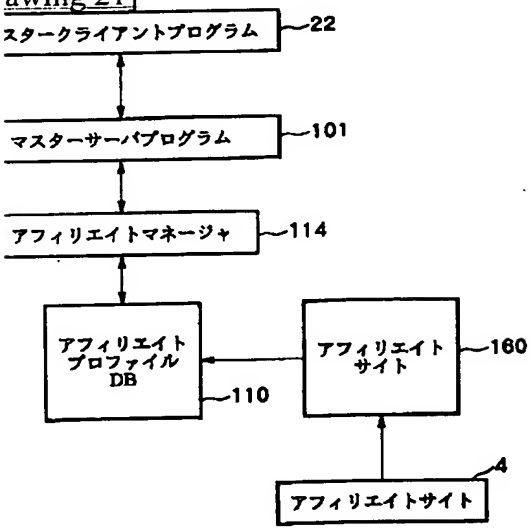

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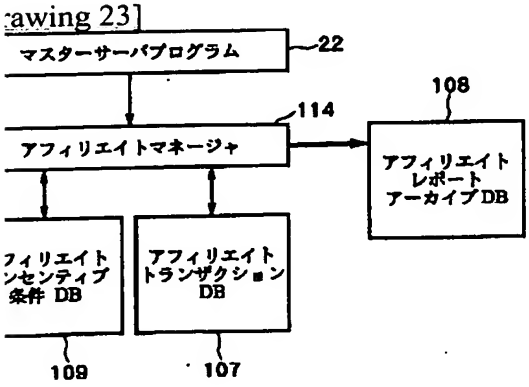

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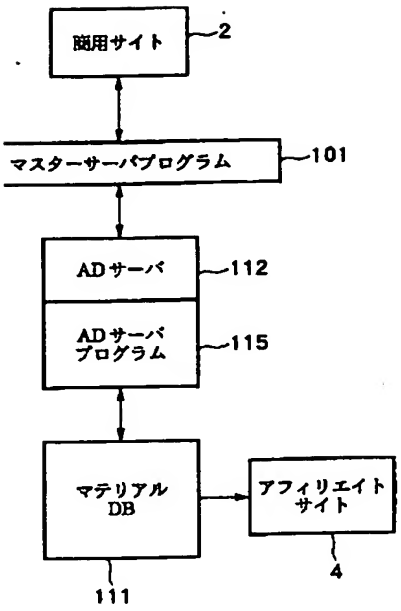

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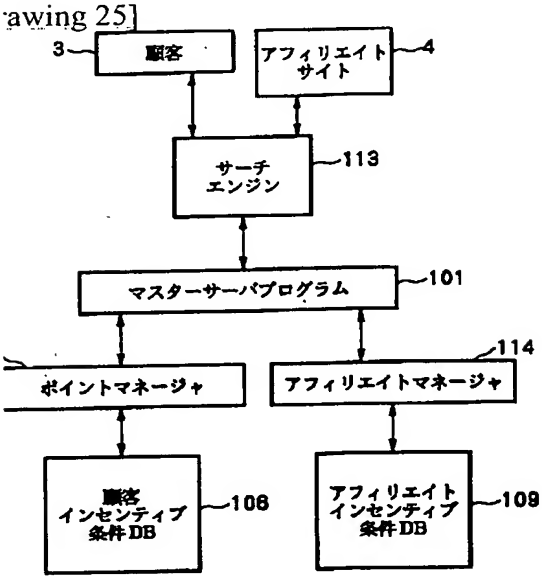

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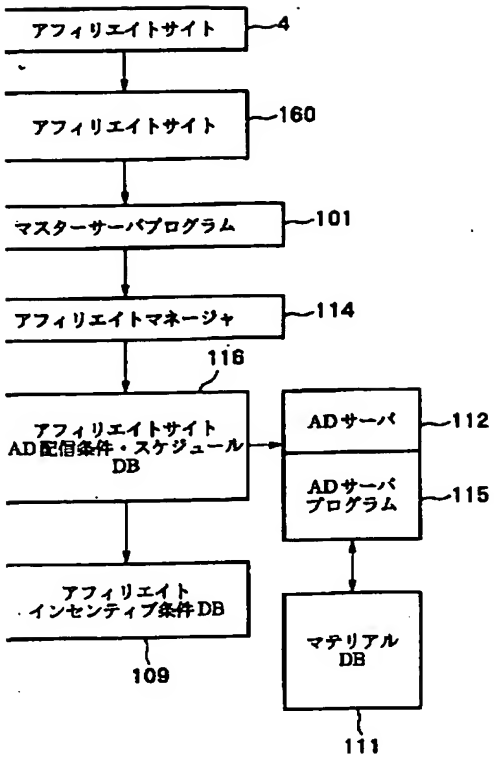

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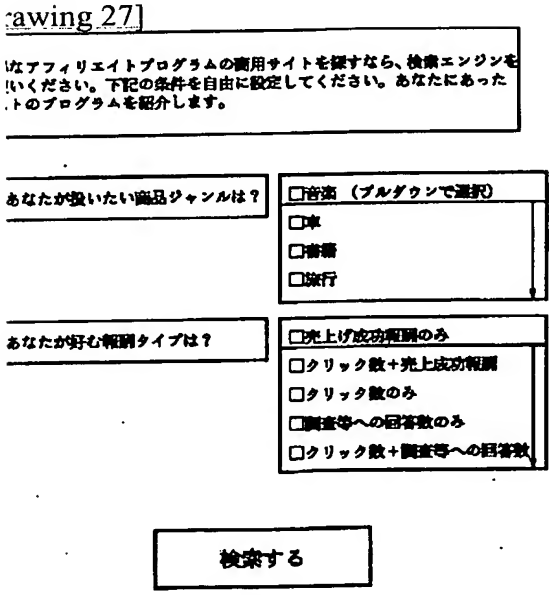

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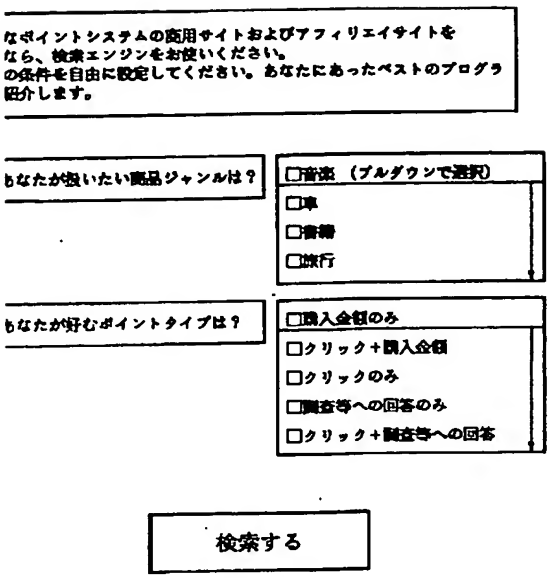

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